Rating

0.00

0.00

## **ORDER**

Orders Order / Rev: 104405 Alt Order #: 06832084 Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 10/17/12 - 10/23/12 Amy McCreary Primary AE: Original Date / Rev: 07/18/12 / 10/30/12 Sales Office: BLPHI **GENERAL** Order Type: Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 3299 K St. NW EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Heller, Dean for U.S. Senate-Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Agency External ID:

BIII Plan

DIII FIAII				Totals								
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	_			
10/01/12	10/23/12	76	\$ <b>4</b> 4,275.00	\$37,633.75	October 2012	76	\$44,275.00	\$37,633.75	_			
					Totals	76	\$44,275.00	\$37,633.75				

POLITICAL/AGY, PCAN, GEN

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$44,275.00
Market	100%	\$152,672.41

Revenue Codes:

_		
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,694.83
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,481.03
KTUD	1%	\$1,526.72
KVVU	24%	\$36,641.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,053.45

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
,	E 1	KSNV	10/17/12	10/19/12	M-F 5-6a WakeUp	w/WaQM	5-6a	W-F	:30	6	\$300,002	0.00 NM	2	\$600.00
					M-F 5-6a WakeUp	w/Wagners								
		NEWS												
		Star	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/	15/12	10/21/12	W-F	2	\$300.00	0.00						

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KSNV

Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832084

10/17/12 - 10/23/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch Days Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots KSNV 10/17/12 10/19/12 M-F 5-6a WakeUp w/Wa@M 5-6a -W-F :30 \$300.002 0.00 NM \$600.00 M-F 5-6a WakeUp w/Wagners **NEWS** Spots/Week Start Date **End Date** Weekdays Rating <u>Rate</u> 10/21/12 --W-F--Week: 10/15/12 \$300.00 0.00 E 2 KSNV 10/22/12 10/23/12 M-F 5-6a WakeUp w/WaQM 5-6a MT----:30 \$300.002 0.00 NM 2 \$600.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating MT----Week: 10/22/12 10/28/12 \$300.00 0.00 E 3 KSNV 10/22/12 10/23/12 M-F 6-7a WakeUp w/Wa@M 6-7a :30 \$450.002 0.00 NM M----\$450.00 M-F 6-7a WakeUp w/Wagners **NEWS** End Date Start Date **Weekdays** Spots/Week Rating Rate 10/28/12 Week: 10/22/12 \$450,00 0.00 E 4 KSNV 10/17/12 10/19/12 M-F 6-7a WakeUp w/WaQM --W-F--:30 \$450.002 0.00 NM 2 \$900.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate --W-F--Week: 10/15/12 10/21/12 \$450.00 0.00 KSNV 10/17/12 10/19/12 **Today Show** CM 658a-9am --WT---:30 6 \$600.002 0.00 NM 2 \$1,200.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating --WT---Week: 10/15/12 10/21/12 \$600,00 0.00 E 6 KSNV 10/22/12 10/23/12 **Today Show** CM 658a-9am :30 \$600.002 M----0.00 NM \$600.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$600.00 0.00 E 7 KSNV 10/22/12 10/23/12 M-F Today Show II 3rd HCM 9-10a -T----:30 \$275.002 0.00 NM n \$0.00 M-F Today Show II TODAY II **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$275.00 0.00 Ch Date Range **Description** Start/End Time Rate Rtg Type Weekdays Length 1 KSNV 10/22/12-10/28/12 M-F Today Show II 3rd Hr 9-10a :30 (\$275.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 8 KSNV 10/17/12 10/19/12 M-F Today Show II 3rd HCM 9-10a --WT---:30 \$275.002 0.00 NM 1 \$275.00 M-F Today Show II TODAY II Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --WT---\$275.00 0.00 2 Ch Date Range **Description** Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type 2 KSNV 10/15/12-10/21/12 M-F Today Show II 3rd Hr 9-10a --WTh----:30 (\$275.00) 0.00 NM [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 9 KSNV 10/17/12 10/19/12 M-F Today Show III 4th BM 10am-11am ---T---:30 \$225.002 0.00 NM \$225.00 Today 4th Hour TODAY III Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 10/15/12 10/21/12 ---T---\$225.00 0.00 E 10 KSNV 10/22/12 10/23/12 M-F Today Show III 4th &M \$225.002 10am-11am MT----:30 0.00 NM 2 \$450.00 Today 4th Hour TODAY III Spots/Week Start Date End Date <u>Weekdays</u> Rating <u>Rate</u> 10/28/12 MT----Week: 10/22/12 \$225.00 0.00 E 11 KSNV 10/22/12 10/23/12 Rachael Ray CM 11am-12pm :30 \$225.002 0.00 NM -T----1 1 \$225.00 Rachael Ray RR

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**KSNV** 

Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832084

10/17/12 - 10/23/12

Product Desc: HELLER FOR SENATE

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E11 KSNV 10/22/12 10/23/12 Rachael Ray СМ 11am-12pm :30 \$225,002 0.00 NM \$225.00 Rachael Ray RR Start Date End Date Weekdays 1 Spots/Week Rate Rating MT----Week: 10/22/12 10/28/12 \$225.00 0.00 E 12 KSNV 10/17/12 10/19/12 Rachael Ray CM 11am-12pm 0.00 NM --WT---:30 \$225,002 a \$0.00 Rachael Ray End Date Start Date **Weekdays** Spots/Week Rating Rate Week: 10/15/12 10/21/12 --WT---2 \$225.00 0.00 Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type 2 KSNV 10/15/12-10/21/12 Rachael Ray 11am-12pm --WTh----:30 (\$225.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/15/12-10/21/12 Rachael Ray 11am-12pm --WTh-----:30 (\$225.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 13 KSNV 10/17/12 10/19/12 Noon News 12-1230pm :30 --WTF--\$275.002 0.00 NM \$825.00 Noon News **NEWS** Start Date Weekdays Spots/Week End Date Rate Rating --WTF--Week: 10/15/12 10/21/12 \$275.00 0.00 E 14 KSNV 10/22/12 10/23/12 Noon News CM 12-1230pm -T----:30 \$275.002 0.00 NM 1 \$275.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----\$275.00 0.00 E 15 KSNV 10/22/12 10/23/12 The Agenda 1230pm CM 1230-1p :30 \$225,002 0.00 NM 1 \$225.00 The Agenda 1230pm **AGENDAY** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----\$225.00 0.00 E 16 KSNV 10/17/12 10/19/12 The Agenda 1230pm CM 1230-1p --WTF--:30 \$225.002 0.00 NM 3 \$675.00 The Agenda 1230pm **AGENDAY** Spots/Week Start Date End Date Weekdays Rate Rating 10/21/12 ~-WTF--Week: 10/15/12 \$225.00 0.00 E 17 KSNV 10/17/12 10/19/12 Days of our Lives CM 1258p-2pm --WTF--:30 \$275.002 0.00 NM 2 \$550.00 Days of our Lives DAYS Start Date **End Date** Spots/Week Weekdays Rate Rating 10/21/12 --WTF--Week: 10/15/12 \$275.00 0.00 E18 KSNV 10/22/12 10/23/12 Days of our Lives CM 1258p-2pm M----:30 \$275.002 0.00 NM 0 \$0.00 Days of our Lives DAYS Start Date End Date Weekdays Spots/Week Rate Rating M----Week: 10/22/12 10/28/12 \$275.00 0.00 Ch Date Range <u>Description</u> Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm :30 (\$275.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E19 KSNV 10/22/12 10/23/12 The Doctors CM 2pm-3pm MT----:30 \$225.002 0.00 NM \$450.00 The Doctors DRS Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating 10/28/12 Week: 10/22/12 MT----\$225.00 0.00 E 20 KSNV 10/17/12 10/19/12 The Doctors CM 2pm-3pm --WT---:30 2 \$225.002 0.00 NM 2 \$450.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rating Rate 10/21/12 --WT---Week: 10/15/12 0.00 \$225,00

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Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832084

10/17/12 - 10/23/12

Product Desc:

HELLER FOR SENATE

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 21 K\$NV	10/17/1	2 10/19/12		CM	3-4p	WTF	- :30	2	\$300.002	0.00 NM		\$600.00
PHIL			Dr Phil									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	WTF	2	7400100	0.00						
E 22 KSNV	10/22/1	2 10/23/12	Dr. Phil Dr Phil	СМ	3-4p	MT	- :30	2	\$300.002	0.00 NM	2	\$600.00
PHIL			DIT IIII									
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/		10/28/12	MT	LOUDICM 2	\$300.00	0.00	-00		0.450.000		_	•
E 23 KONV	10/22/1	2 10/23/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	MT (0 PM)	- :30	2	\$450.002	0.00 NM	2	\$900.00
NEW\$			(	,	(	· · · · · · · · · · · · · · · · · · ·						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/		10/28/12	MT NEWS 3 at 4 (1		\$450.00 4-5pm	0.00 WTF-	- :30	3	\$450.002	0.00 NM	_	<b>#</b> 000 00
L 24 NOW	10/1//1	2 10/10/12	4PM NEWS (1 h		(4:00 PM-4:3		30	3	<b>Φ450.002</b>	0.00 NM	2	\$900.00
NEWS						•						
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
			NEWS 3 at 4 (1		4-5pm	WTF-	- :30	3	\$450.002	0.00 NM	3	\$1,350.00
			4PM NEWS (1 h		(4:30 PM-5:0			J	ψ100.00 <b>2</b>	0,00 14141		Ψ1,000.00
NEWS	rt Data	End Data	Montedaya	Consta AAIs als	D-4-	D -41						
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$450.00	<u>Rating</u> 0.00						
			NEWS 3 at 4 (1.		4-5pm	M	- :30	1	\$450.002	0.00 NM	1	\$450.00
NEWO			4PM NEWS (1 h	our)	(4:30 PM-5:0	0 PM)						,
NEWS Sta	rt Date	End Date	<u>Week</u> days	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M	1	\$450.00	0.00						
E 27 KSNV	10/22/1	2 10/23/12	M-F Early News	СМ	5-630p	MT	- :30	2	\$900.002	0.00 NM	2	\$1,800.00
NEWS			M-F Early News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	MT	2		0.00						
E 28 KSNV	10/17/1	2 10/19/12	M-F Early News	CM	5-630p	WTF-	- :30	2	\$900.002	0.00 NM	2	\$1,800.00
NEWS			M-F Early News									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	WTF	******	\$900.00	0.00						
E 29 KSNV	10/17/1	2 10/19/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	WT	- :30	2	\$750.002	0.00 NM	2	\$1,500.00
JEP			W-1 Jeopardy									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/		10/21/12	M-F Jeopardy	2		0.00	.00		<b>A7</b> 70 000	2 22 1114		
E 30 VOIVV	10/22/1	2 10/23/12	M-F Jeopardy	СМ	630-7pm	MT	- :30	2	\$750.002	0.00 NM	1	\$750.00
JEP												
	rt Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	Rating						
Week: 10/ Spot Ch	<u>Date Ra</u>	10/28/12 ange <u>D</u>	escription		\$750.00 <u>t/End Time</u>	0.00	Weekdays	Lei	ngth Rate	Rtg Type		
	•		1-F Jeopardy	630-			MT		:30 <del>(\$750.00)</del>			
	resolved		ELNOT AVAILABL	E DATE								
			E] NOT AVAILABL 1-F Jeopardy		·7pm		MT	_	:30 (\$750.00)	0.00 7/3/4		
	9 MG 30				t				.50 (4) 00.007	5.55 TVIVI		
-	debates	-	, ,								l	
	10/22/12 for 30.2 for		eopardy in PRIME	M-S	A 8-11p / SUI		M	-	:30 \$750.00	0.00 NM		
	V CODE											
E31 KSNV	10/22/1	2 10/23/12		СМ	7-730pm	M	- :30	2	\$750.002	0.00 NM	1	\$750.00

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KSNV

Order / Rev:

104405

Advertiser;

Heller, Dean for U.S. Senate

Alt Order#:

06832084

Product Desc:

Flight Dates: 10/17/12 - 10/23/12 HELLER FOR SENATE

Estimate:

	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
			M-F Wheel of Fo	ortune							
Week: 10/ Spot Ch 1 KSNV	<u>rt Date</u> /22/12   <u>Date Ra</u>	2-10/28/12 N	Weekdays M escription I-F Wheel			Rating 0.00	Weekdays MT		<u>Rtg Type</u> D) 0.00 <i>NM</i> .		
3 KSNV ⊕ MG	debates / 10/22/12 6 for 31.1 V CODE	- 2-10/22/12 W 10/22	/heel of Fortune in	PRIME M-S	A 8-11p / SU <b>ì</b>		M	- :30 \$750.0	0 0.00 NM		
E 32 KSNV WHEEL		2 10/19/12	M-F Wheel M-F Wheel of Fo	CM ertune	7-730pm	~-WTF-	- :30	3 \$750.002	0.00 NM	2	\$1,500.00
<u>Sta</u> Week: 10/ <u>Spot</u> <u>Ch</u> 2 <i>KSN</i> V	<u>irt Date</u> /15/12 i <u>Date Ra</u>	End Date 10/21/12 inge D 2-10/21/12 M	Weekdays WTF escription 1-F Wheel	Spots/Week 3 Star 7-73	t/End Time	Rating 0.00	Weekdays WThF		<u>Rtg Type</u> )) 0.00 <i>NM</i>		
		LABLE RAT	E] NOT AVAILABI	LE RATE							
E 33 KSNV	10/17/1	2 10/19/12	FacetoFace/Rals		730-758pm	W-F-	- :30	2 \$450.002	0.00 NM	2	\$900.00
FACE <u>Sta</u> Week: 10/	art Date /15/12	End Date 10/21/12	<u>Weekdays</u> W-F	Spots/Week 2		Rating 0.00					
E34 KSNV	10/22/1	2 10/23/12	FacetoFace/Rals Face to Face w/		730-758pm	MT	- :30	2 \$450.002	0.00 NM	2	\$900.00
FACE <u>Sta</u> Week: 10/	art Date /22/12	End Date 10/28/12	Weekdays	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00					
1 KSNV			escriptlon acetoFace/Ra <i>lstoi</i>		VEnd Time		<u>Weekdays</u>		Rtg Type		
[PC 3 KSNV + MG		3 = NBC DEB 2-10/22/12 R 10/22		·	·		MT	(\$\psi\00000000000000000000000000000000000	0.00 <i>NM</i> 0 0.00 NM		
E 35 KSNV	GM CHG / 10/22/12 G for 34.1 V CODE	3 = NBC DEB. 2-10/22/12 R 10/22 	ATE]	E 8-11	·	mT	M		,	1	\$775.00
E 35 KSNV  E 35 KSNV  NEWS	GM CHG / 10/22/12 G for 34.1 V CODE 10/18/1	3 = NBC DEB. 2-10/22/12 R 10/22 	ATE] ALSTON in PRIM M-F News 3 at E	E 8-11	pm	mT <u>Rating</u> 0.00	M	- :30 \$450.0	0 0.00 NM	1	\$775.00
E 35 KSNV  E 35 KSNV  NEWS  Sta  Week: 10/	GM CHG / 10/22/12 G for 34.1 IV CODE 10/18/1 art Date /15/12	3 = NBC DEB. 2-10/22/12 R 10/22 1 2 10/18/12 End Date 10/21/12	ATE] ALSTON in PRIM M-F News 3 at E M-F News 3 at E  Weekdays	E 8-11 leven CM leven Spots/Week 1 leven CM	pm 11pm-1135p <u>Rate</u>	Rating 0.00	M	- :30 \$450.0	0 0.00 NM	1	\$775.00 \$775.00
E 35 KSNV  NEWS  Week: 10/ E 36 KSNV	GM CHG / 10/22/12 G for 34.1 V CODE 10/18/1 art Date /15/12 10/22/1	3 = NBC DEB. 2-10/22/12 R 10/22 1 2 10/18/12 End Date 10/21/12	ATE] ALSTON in PRIM M-F News 3 at E M-F News 3 at E  WeekdaysT M-F News 3 at E	E 8-11 leven CM leven Spots/Week 1 leven CM	pm 11pm-1135p <u>Rate</u> \$775.00 11pm-1135p <u>Rate</u>	Rating 0.00	M	- :30 \$450.0 1 \$775.002	0 0.00 NM 0.00 NM	·	·
E 35 KSNV  NEWS Sta Week: 10/ E 37 KSNV	GM CHG / 10/22/12 G for 34.1 V CODE 10/18/1 art Date /15/12 10/22/1 art Date /22/12	3 = NBC DEB. 2-10/22/12 R 10/22 ] 2 10/18/12 End Date 10/21/12 2 10/22/12 End Date 10/28/12	M-F News 3 at E M-F News 3 at E M-F News 3 at E Weekdays T M-F News 3 at E M-F News 3 at E	E 8-11  leven CM  leven  Spots/Week 1 leven CM leven  Spots/Week 1	pm 11pm-1135p <u>Rate</u> \$775.00 11pm-1135p	Rating 0.00 m M Rating 0.00	- :30	- :30 \$450.0 1 \$775.002	0 0.00 NM 0.00 NM	·	·
IPC 3 KSNV  MG [IN] E 35 KSNV  NEWS Sta Week: 10/ E 36 KSNV  NEWS Sta Week: 10/ E 37 KSNV  TON SH Week: 10/ Spot Ch 1 KSNV	GM CHG / 10/22/12 G for 34.1 V CODE] 10/18/1 art Date /15/12 10/22/1 art Date /22/12 HOW art Date /22/12 1 Date Ra / 10/22/12	3 = NBC DEB. 2-10/22/12 R 10/22   2 10/18/12   2 10/18/12   End Date 10/22/12   End Date 10/28/12   2 10/23/12   End Date 10/28/12   End Date 10/28/12	ATE] ALSTON in PRIMI M-F News 3 at E M-F News 3 at E  WeekdaysT M-F News 3 at E M-F News 3 at E  Weekdays M The Tonight Show	E 8-11  leven CM  leven 1 leven CM leven CM  spots/Week 1 w CM  Spots/Week 2 Star	pm  11pm-1135p  Rate \$775.00  11pm-1135p  Rate \$775.00	Rating 0.00 m M Rating 0.00	- :30	- :30 \$450.0  1 \$775.002  1 \$775.002  2 \$275.002	0.00 NM  0.00 NM  0.00 NM	1	\$775.00
IPO 3 KSNV  MG [IN] E 35 KSNV  NEWS Sta Week: 10/ E 36 KSNV  NEWS Sta Week: 10/ E 37 KSNV  TON SH Sta Week: 10/ E 37 KSNV  Un.	GM CHG / 10/22/12 G for 34.1 V CODE   10/18/1 art Date / 15/12 10/22/1 art Date / 22/12 10/22/1   Date Rat / 10/22/12   Date Rat / 10/22/12   OT AVAI / 10/22/12   10	3 = NBC DEB. 2-10/22/12 R 10/22   2 10/18/12  End Date 10/21/12 2 10/22/12  End Date 10/28/12 2 10/28/12  Ind Date 10/28/12  LABLE RAT 2-10/28/12 T	M-F News 3 at El M-F Ne	E 8-11 leven CM leven  Spots/Week 1 leven CM leven  Spots/Week 2 Star 1138  LE RATE 1138	pm  11pm-1135p  Rate \$775.00  11pm-1135p  Rate \$775.00  1135p-1237a  Rate \$275.00  t/End Time	Rating 0.00 m M Rating 0.00 m MT	M	- :30 \$450.0  1 \$775.002  1 \$775.002  2 \$275.002	0.00 NM  0.00 NM  0.00 NM  0.00 NM	1	\$775.00
E 35 KSNV  NEWS Sta Week: 10/ E 36 KSNV  NEWS Sta Week: 10/ E 37 KSNV  TON SH Sta Week: 10/ Spot Ch 1 KSNV  Un [.N. 2 KSNV  Un [.N.	GM CHG / 10/22/12 G for 34.1 V CODE / 10/18/1  art Date //15/12  10/22/1  art Date //22/12  10/22/1  HOW art Date //22/12  1 Date Ra // 10/22/12  iresolved IOT AVAI IOT AVAI	3 = NBC DEB. 2-10/22/12 R 10/22   2 10/18/12  End Date 10/21/12 2 10/22/12  End Date 10/28/12 2 10/23/12  End Date 10/28/12 10/28/12 Inge D 2-10/28/12 T LABLE RAT LABLE RAT	M-F News 3 at E M-F News 3 at E M-F News 3 at E  WeekdaysT M-F News 3 at E  M-F News 3 at E  Weekdays M The Tonight Show  Weekdays MT escription the Tonight Show  E] NOT AVAILABI	E 8-11 leven CM leven CM leven CM leven CM spots/Week 1 w CM Spots/Week 2 Star 1138 LE RATE 1138	Pm  11pm-1135p  Rate \$775.00  11pm-1135p  Rate \$775.00  1135p-1237a  Rate \$275.00  t/End Time 5p-1237a	Rating	M	- :30 \$450.0  1 \$775.002  1 \$775.002  2 \$275.002  Length Rate - :30 (\$275.00	0.00 NM  0.00 NM  0.00 NM  0.00 NM	1	\$775.00

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**KSNV** 

Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832084

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount **Tonight Show** TON SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 --W-E--Week: 10/15/12 2 \$275.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 10/15/12-10/21/12 The Tonight Show 1135p-1237a :30 (\$275.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 40 KSNV 10/18/12 10/18/12 Thurs PR 10-11p 10-11pm ---T---:30 1 \$2,100.002 0.00 NM \$2,100.00 Thursday Prime 10-11pm ROCK CENTER Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$2,100.00 0.00 E42 KSNV 10/20/12 10/21/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$750.002 0.00 NM 2 \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----SS \$750.00 0,00 E 43 KSNV 10/20/12 10/20/12 News 3 Sunrise - SATURIM 6a-7a ----s-:30 \$225,002 0.00 NM 1 \$225.00 **News 3 Sunrise SATURDAY NEWS End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S-\$225.00 0.00 E 44 KSNV 10/20/12 10/20/12 СМ Saturday Today ----s-:30 \$325.002 7a-9am 0.00 NM \$325.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 10/15/12 10/21/12 \$325.00 0.00 E 45 KSNV 10/20/12 10/20/12 News 3 Today - SATURIDM 9am-930am ----5-:30 \$300.002 0,00 NM \$300.00 News 3 Today - SAT **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S--\$300.00 0.00 E 46 KSNV 10/20/12 10/20/12 Sa-Su Early News CM 5pm-630pm :30 \$450,002 0.00 NM 2 \$900.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -----\$450.00 0.00 E47 KSNV 10/20/12 10/20/12 Weekend Jeopardy/Whe@M 630-730pm ----S-:30 \$375.002 0.00 NM \$375.00 WKND Jeop/Wheel JEP/WHEEL **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----s-\$375,00 0.00 Saturday Night Live E 48 KSNV 10/20/12 10/20/12 CM 1130pm-1:02am ----S-:30 \$750.002 0.00 NM \$750.00 Saturday Night Live SNL Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 ----S-Week: 10/15/12 \$750.00 0.00 E 51 KSNV 10/21/12 10/21/12 Meet the Press CM 8a-9am :30 1 \$1,900.002 0.00 NM \$1,900.00 Meet the Press MTP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -----\$1,900.00 0.00 E52 KSNV 10/21/12 10/21/12 News 3 Today Wknd CM 9a-930am ----S :30 \$250.002 0.00 NM \$250.00 News 3 Today **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$250.00 0.00 E 53 KSNV 10/21/12 10/21/12 Chris Matthews 9:30AM SM 9:30a-10a :30 1 \$375.002 0.00 NM \$375.00 1 Chris Matthews SUN 9:30am CM

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Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832084

Product Desc:

HELLER FOR SENATE

KSNV

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Ln Ch Start	End	Inventory Code		Start/End	Γime Da	ıys	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 53 KSNV 10/21/12	10/21/12	Chris Matthews 9:3		9:30a-10a		S	:30	1	\$375.002	0.00 NM	1	\$375.00
СМ		Chris Matthews SI	JN 9:30am									
	End Date	Weekdays	Spots/Week	Rate	Rating							
	10/21/12	S	1	\$375.00	0.00							
E 54 KSNV 10/21/12	10/21/12	NFL Pre-Game / F	NA CM	1p-530pm		S	:30	1	\$1,600.002	0.00 NM	1	\$1,600.00
		NFL Pre-Game							. ,			, , , , , , , , , , , ,
FNIA												
	End Date		Spots/Week	Rate	Rating							
	10/21/12	S		\$1,600,00	0.00			<u>-</u>		****		
E 55 KSNV 10/21/12	10/21/12	NFL Football	CM	1P-9PM		S	:30	1	\$8,000.002	0.00 NM	1	\$8,000.00
SNFL		NI LI OODAII										
	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12	10/21/12	S	1	\$8,000.00	0.00							
N 58 KSNV 10/18/12	10/21/12	Wake Up Early w/	Wagn@M	430a-5a		TS	:30	2	\$100.002	0.00 NM	1	\$100.00
		Wake Up Early W	agners									
	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>							
	10/21/12	TS	2	7.00.00	0.00					_, _		
Spot Ch Date Ran		escription /ake Up Early w/ W		t/End Time		-	eekdays	<u>Ler</u>		Rtg Type		
Unresolved	10/21/12 VI	ake op carry w vv	agriers 450a	a-0a			ThSt	ı	:30 <del>(\$100.00)</del>	0.00 NN		
	ABLE RAT	E] NOT AVAILABLE	RATE									
N 59 KSNV 10/21/12		<del></del>		Sat 1-2am /	Sun 1:	S	:30	1	\$45.003	0.00 NM	1	\$45.00
		Law & Order (LF)	. ,		- 4.7 1.	_	100	Ċ	Ψ,0.000	0.00 (11/7)		Ψ+0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12	10/21/12	S	1	\$45,00	0.00							
N 60 KSNV 10/18/12	10/19/12	Today-AN	CM	205a-304a		TF	:30	1	\$30.004	0.00 NM	1	\$30.00
		Today-AN										
	End Date		Spots/Week	<u>Rate</u>	Rating							
Week: 10/15/12	10/21/12	~TF	1	\$30.00	0.00							
										Totals	76	\$44,275.00